

Reaching Out to Consumers: An Analysis of CEO Tweeting Styles

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Abstract

This research aims to draw the attention of both marketing practitioners and academics to the potentially influential role of chief executive officers (CEOs) as ambassadors of their firms on social media. In particular, building on dual-processing persuasion theories, the study examines the effect of three CEO tweeting style factors, i.e., content professionalism, language professionalism and interactional effort, on consumer engagement. The study finds that a CEO's language professionalism on Twitter increases consumers' positive perception of the CEO, which, in turn, increases consumer affective engagement. Moreover, when interactional effort is high, we find a CEO's content professionalism increases consumer affective engagement, which then increases consumers' cognitive and behavioral engagement.

Keywords: *Twitter; Engagement; CEO*

Track: Digital Marketing & Social Media